**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection; How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

Prior to online forms data was collected through paper forms. This was when customers were asked to fill out a paper form, this was then given to the data-entry operator who would type the data and enter it into a database.

* 1. What were the problems with this method of collection?

This method of data collection means that there is scope for mistake in the data entry process; this is mainly due to the lack of validation that a data-entry operator is capable of.

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.

There are four main advantages of acquiring data from customers:

* Directly acquiring the data means that customers no longer have to wait for the for a form to be sent out to them
* The customers can fill out the form at any time that is convenient to them in a 24 hour period
* The double handling of data is not required as the data s entered directly into the database by the customer
* Also online forums are typed this eliminates the issues that come with handwritten forums (unreadable handwriting)
  1. What is a potential problem with direct access?

One potential problem that direct access has is that a customer can enter invalid details (such as a false name or email address) and it will not be picked up by the electronic validation.

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?

The people who are most benefit from purchasing online are the elderly, sick, have young children or are time-poor.

* + 1. What is meant by time-poor people?

A time-poor person refers to a person who struggle to fit ordinary things into their day as they are busy working days and sometimes nights.

* 1. Feedback
     1. What is the nature of feedback sought?

The feedback that is sought is generally the customers vies and opinions on things like new programs launched, products and services, marketing or to see how they are doing in general.

* 1. Online voting

Online voting refers to a method of expressing opinion. This opinion may be sought by an organisation, group or individual.

* 1. Social Networking

Social networking sites facilitate communication between family and friends. It allows people to meet in a virtual place rather than face to face.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

PHP stands for hypertext pre-processor. Dynamic webpage content requires PHP code to be run and executed by the PHP runtime, PHP is versatile and can operate on many web servers, operating systems and platforms. Also they can be used with relational database management systems.

* 1. What is a dynamic webpage?

A dynamic webpage is one that changes when requested by the. A dynamic website provides more flexibility than just looking at text and images, it provides for an interactive experience.

* 1. Give examples of dynamic webpages.

Some examples of dynamic webpages are Google Earth and Google Maps, the websites allows users to input the location they wish to view, it then returns the results and left users scroll left or right to view other houses.

* 1. Explain the nature of ASP.

ASP stands for active server pages. ASP.net is a web application tool that assists in the building of dynamic webpages.

* 1. How does JavaScript differ from PHP and ASP?

ASP and PHP are mainly used on the server side whereas JavaScript is used on the client side instead.

* 1. Back-end tools
     1. What type of information is sought by back end tools such as cPanel and Google Analytics?

When an organisation wants to know statistic on things like who visits their website, which browsers they use, what information is commonly searched for, whether the visitor were local or from overseas, how long they stayed for and if they came from another website they can tools like cPanel or Google Analytics.

* 1. Cookies
     1. Describe the nature of a cookie.

A cookie is a small file that a web server stores on a user’s computer. The cookie is sent to a computer when a website is browsed, it is then stored on the computer’s hard disk, the next time the website is visited the browser retrieves the cookie and sends the data in the cookie back to the website. Cookies cannot be executed or run and cannot replicate themselves.

* + 1. What information does a cookie typically contain?

A cookie will typically contain details about the user such as their email address and their web viewing preferences.

* + 1. How can cookies be misused?

Cookies can be used as spyware to track people, this relates to privacy issues.

* + 1. What is spyware?

Spyware is a file that collects small amounts of information about users without their knowledge, because of this spyware is typically hidden form users and discretely installed on the user’s computer without their expressed permission. Spyware can alter the user’s computer settings, including slowing down internet connection speeds and changing the default homepage settings of the browser.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

The transport security layer (TSL) and the secure socket layer (SSL) are both protocols that are used to provide security for communications on the internet. There are several versions of these protocols that are popular with users of the World Wide Web and email.

1. What is the role of HTTPS software?

The HTTPS, hypertext transfer protocol secure, is a combination of the HHTP and SSL/TLS protocols. Its role is to provide encryption and security in terms of the server’s identification; it is often used in financial transactions because of the sensitive nature of the data being exchanged.

1. Which port does HTTPS use? How does this compare to HTTP.

URLs using the HTTPS begin with https:// and use the port 433 whereas URLs using HTTP being with http:// and use port 80. HTTP is not secure and allows unauthorised people access to the data.

**Privacy Policies**

1. What is the role of privacy policies?

A privacy policy is used to show how an organisation collects data on individuals or other organisation uses this data and who they will disclose it to.

1. What data must a privacy policy contain?

A privacy policy must contain details about what data is gathered and how it will be use, as well as this the privacy policy must be displayed in an easy to find location on the company’s website.

**Shipping and returns policy**

1. What is the role of these policies?

A shipping and returns policy is used by organisations who sell goods online. It is to assist customers on how to proceed if they are not satisfied with the goods they were supplied.

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